



# *Job Fair Tips*

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# Think

about the primary purpose for attending the job fair.

What outcomes do you want?

- To make contacts and create interest in your agency?
- To create a mailing list of potential applicants?
- To gather resumes?
- To make a hire?

# Define

your audience.

What types of applicants are you most interested in reaching?

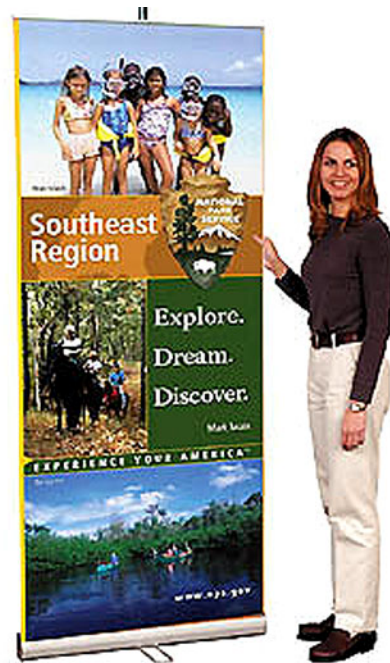
- Blue collar workers?
- Educated professionals?
- College students?
- People with experience in government?
- People with technical skills?
- Unskilled labor?
- Interns?

# Consider your message.

What message does your exhibit communicate in the first seven seconds from 20 - 30 feet away?

Why should someone be interested in pursuing employment with you? What are your agency's key benefits, challenges, and opportunities?

People start to focus on your exhibit about 30 feet out.  
What is your visual speed bump?  
An effective exhibit should be relatively simple and convey your message quickly. Go for bold type and visual impact.



What “hook” brings job fair attendees into conversation with you?

- Your communication skills?
- Your energy?
- A contest or “give-away”?
- Information on a specific program or mission in your department?
- Props or table displays that invoke questions?

# People

are the key.

80% of the success of your exhibit lies with your staff!

An interchange with a job fair attendee should include:

- An engaging opening comment. (What would really grab someone's interest?)
- Determining the *attendee's* areas of interest.
- Presenting ideas and directions for the attendee's job search.
- Closing - what's the next step?

# Remember

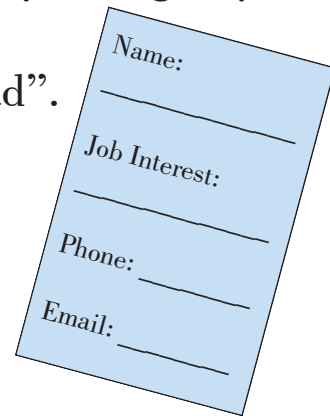
- Wear a nametag.
- Smile!
- Reach out to the attendees.
- Meet the attendee at their eye level; don't sit down.
- If you have to leave your exhibit unattended, leave a note letting people know when you will be back.

# Create

## a follow up plan.

80% of job fair leads are not followed up by the agency!

Complete an interest card on any “hot lead”.



Name: \_\_\_\_\_

Job Interest: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Determine:

- What constitutes a “hot lead”?
- What vital information do you need in order to follow up?
- Who will do the follow up?
- How will the follow up occur? Phone, letter, email, etc.?

# Take Stock

When it’s all over, assess the value of the job fair to your agency. You may want to base your assessment on any of the following:

- Number of interest cards generated.
- Number of resumes collected.
- Number of applications received after the fair.
- Number of visits to your exhibit.

Most of all, don’t forget to . . . have fun!